

6 Ways You Can Ensure Customer Rebates Drive ROI



This handy checklist will go through six ways you can make sure your rebates drive ROI—whether you're in spreadsheets or using a robust software like Enable.

- Make sure you're not overpaying customers**

Do you rely on customers to tell you how much you owe them in rebates? If you are, you're probably overpaying. We love our customers, but they're probably in the same boat as you: using spreadsheets to analyze complex programs and missing the mark.

Take time to streamline your spreadsheets so that your numbers are accurate — or make use of an automated software like ours. We find that companies managing customer rebates on spreadsheets tend to overpay by 0.21%, an average of \$83,000 annually. That represents major savings right away.
- Optimize available incentives**

Collaborate closely with your customers to ensure they're aware of all the rebates you offer. When they can see all the programs and how those programs are performing, you can motivate buying behaviors. Plus, the more programs your customers are a part of, the more your margins will expand.

Do you track the effectiveness of your rebates and incentives, and adjust them in line with their forecasted performance? Rebate management software allows you to do this, and in turn allows you to influence sales and margin.
- Minimize the chance of late or missed payments**

When you miss payments, or when payments are late, you incur additional fees. Set up alerts to ensure you pay your customer rebates on time — or invest in a software solution, like Enable, to ensure payments are never late. Plus, you'll be able to take advantage of early payment discounts.
- Offer more incentive programs**

Increase the number of rebate programs you offer your customers and you'll increase your margins. This maybe be easier said than done in spreadsheets, but when you offer a wider range SKUs that are targeted toward your customer, you will see more volume from those customers.
- Go deeper with incentives**

Similar to the above, if you only offer basic incentives, you're missing an opportunity to design more sophisticated, tiered deals that incentivize your customers to sell more of the right product. Tiered deals encourage buying behavior in your customers, resulting in greater revenue for your business.
- True-up net margin to drive sales**

Forecasting margin on rebated products may be difficult, but doing so will reveal opportunities for you to win for your business. Perhaps you can lower prices on some SKUs and adjust volumes on others to motivate your customers. Flexibility here allows you to be more competitive with pricing.

Some of these tasks are easier to accomplish than others, especially if you're still managing your rebates in spreadsheets. Automated rebate management solutions like Enable streamlines analytics, simplifies forecasting, improves business relationships and makes managing your customer rebates easier. Want to see how you can get started today? Reach out to hello@enable.com

About Enable

Turn rebates into an engine for growth with Enable. Built with input from hundreds of rebate strategists, our easy to use, scalable SaaS platform gives you control over complex rebates to drive growth and improve returns. A single source of real-time data gives you up-to-date insight into your trading relationships and rebate performance, while our collaboration features let you work constructively with colleagues and trading partners. Find out more and try it for free at enable.com.